

Mark E. Coopersmith

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Lecturer, Author and Speaker

UNIVERSITY OF CALIFORNIA AT BERKELEY; 2003 - Present

- **Lecturer in Entrepreneurship; Haas School of Business; 2003 to present**
- **Senior Fellow; Innovation and Entrepreneurship, Haas; 2013 to present**
- **Executive Faculty Director: Learn2Launch, Silicon Valley Innovation and Entrepreneurship Program; Institute for Transportation Studies; 2013-present**
- **Lecturer; Entrepreneurship for Social Ventures, Masters of Development Program, College of Natural Resources, UCB, 2014 - 2016**
- **Berkeley Executive Education; Faculty Director & Instructor; 2012-present**

Graduate program lecturer, faculty director, speaker and mentor focused on entrepreneurship and innovation. Topics include opportunity identification and assessment, product development/innovation/iteration, lean start-up methodologies, customer discovery and development, business model innovation, team building and leadership. Classes and programs include "Entrepreneurship Workshop for Startups" at Berkeley Haas, and the Learn2Launch Silicon Valley Innovation and Entrepreneurship Program at the Institute for Transportation Studies. Also lead (as faculty director) and contribute to numerous executive education programs at Berkeley Haas Executive Education, primarily on topics relating to innovation, entrepreneurship, corporate entrepreneurship, leadership, and change.

SKYDECK VENTURE ACCELERATOR, UC BERKELEY, advisor / mentor; 2012-present

HAAS SCHOOL OF BUSINESS, Lester Center Start-Up Board of Mentors; 2010 to 2012,

Joined with other investors, entrepreneurs and business leaders to provide board-level guidance to Cal-based startup ventures.

Author of "THE OTHER F WORD; HOW SMART LEADERS, TEAMS AND ENTREPRENEURS PUT FAILURE TO WORK." Co-Authored with UC Berkeley and Princeton colleague John Danner

Published as a lead title by John Wiley and Sons in March 2015.

Audio book by Brilliance released April 2015

Amazon bestseller.

NASDAQ ENTREPRENEURIAL CENTER, Founding Author in Residence and Speaker; 2015-2016

Author, co-author and contributor to numerous published articles, including in Wall Street Journal, Entrepreneur, Inc., Huffington Post, Fast Company.

Speaking engagements at Google, IDEO, Samsung, Genentech, Salesforce, NASDAQ, Daimler Benz, Disney, Alliance of CEOs, Wells Fargo Bank, IBM, and more, along with numerous conferences.

Professional Experience and Accomplishments

ETWATER SYSTEMS, Novato, CA, 2010-August 2018 (Acquired by JAIN in August 2018)

Board Member, 2014-2018

Managing Director, 2010-2014

Co-led a restart and turnaround of this "smart-grid for water" green technology venture that utilizes wirelessly-connected controllers and real time weather data to reduce irrigation water consumption by up to 50%.

Restructured operations and products, re-shored manufacturing from China to US, raised several rounds of

funding. Grew revenues 400%. Left operating role and joined board in 2014, and continued as Board member through 2018 acquisition by JAIN. .

BERKELEY INNOVATION CONSORTIUM (previously THE ARGONAUTS GROUP); 2001-present
Managing Director

Advisory group focused on innovation, growth, strategy and leadership. As senior advisor and interim leadership restructured organizations, accelerated growth, raised capital, built new businesses and markets, developed and executed financing, recapitalization and exit strategies. Representative clients include:

- DirecTV – build digital media strategy, biz dev, make-vs-buy options, M&A target identification and contact.
- T. Rowe Price – assess and improve customer experience and branding, drive growth and profitability.
- Sony – identify new opportunities in sports and media, develop business plans, launch new unit.
- Member of multiple Boards of Directors and Advisory Boards (see “Board Roles” later in CV).

NEWELL RUBBERMAID (NYSE: NWL), Atlanta, GA/Tiburon, CA; 2006-2007
Group Vice President and General Manager, Global Technology Brands

Led \$300+mm Global Technology Brands group at this \$7B global consumer products company. Developed comprehensive strategy to consolidate and rationalize \$1 billion worth of existing and new acquisitions in technology consumer products and service businesses. Acquisitions included DYMO specialty printers and labelers (and consumables), CardScan business cards scanners and online service, Mimio interactive whiteboards, and Endicia online postage service.

THE ADDIS GROUP, Berkeley, CA; 2005-2006
President, Strategy
Board Member 2006-2010

Led the brand strategy practice at this boutique brand consultancy and design firm. “Productized” service offerings to clarify value propositions for customers, accelerate sales and improve ability of organization to scale in service delivery. “Bundled” previously disparate services such as corporate strategy, brand strategy and design, and expanded cross-selling. Defined and deployed clear financial objectives and metrics. Drove 30% revenue growth and 40% profit growth following years of stagnant results. Representative clients included:

NETOPIA (NASDAQ: NTPA), Alameda, CA; 2000-2001
Netopia acquired WebOrder in April 2000 and was later acquired by Motorola in 2007
Senior Vice President of Marketing

Joined Netopia as the company’s top marketing executive upon Netopia’s acquisition of WebOrder, adding e-commerce and payments capabilities to Netopia’s line of broadband equipment and services. Oversaw integration of WebOrder into Netopia. Led entry into bundled product and service offerings yielding higher prices and margins, better retention, and strong recurring revenues.

WEBORDER, Mountain View, CA; 1998-2000
WebOrder was acquired by NETOPIA in 2000, which was later acquired by Motorola, which was acquired by Google (now Alphabet)
Chief Executive Officer

Founding CEO of this e-commerce and electronic payments company, a pioneer in software-as-a-service. Spun core IP out of Sony. Led firm through formation, funding, team building and growth. Quickly attained market leadership and led the sale of the company to publicly-traded Netopia at market peak in early 2000.

- Raised angel and venture funding, and led company through successful sale to Netopia (NTPA).
- Maintained low burn rate through rigorous expense management, effective hiring, and efficient marketing.
- Quickly scaled to 600+ partners and customers in first year, eventually growing to 100,000 customers.

SONY SIGNATURES (NYSE: SNE); San Francisco, CA; 1993-1998
Executive Vice President

Wrote the business proposal/plan and co-founded this global consumer products, e-commerce and licensing division for Sony, growing from start-up to \$150 million in five years. Worked across all of Sony’s primary media and electronics businesses to increase divisional and corporate revenues through development of new products, creation of new business partnerships, and development of new distribution channels. Led Sony’s entry into online sales and e-commerce, launching Sony’s first ecommerce site.

- Co-wrote the business plan and obtained \$60mm in funding commitments from Sony.

- Managed 5+ operations and hundreds of staff in US, Europe, Asia and South America. \$75mm P&L.
- Built and launched Sony's e-commerce and internet sales initiatives, including development of online stores, ability to accept payments online, and integration of ecommerce with online content. Subsequently spun this ecommerce unit out of Sony to form WebOrder.

Earlier experience:

ERNST & YOUNG, San Francisco, CA

Manager - Management Consulting

Advised Fortune 500 clients in corporate strategy, marketing, business restructuring, and M&A. Developed business plans, created financial forecasts, undertook market research. Clients included Compaq Computer, Pacific Telesis, Bank of America, the Pacific Stock Exchange.

Education

UNIVERSITY OF CALIFORNIA AT BERKELEY

- **MBA, HAAS SCHOOL OF BUSINESS.**
- **B.A., Political Economy of Industrial Societies.**

Boards and Related Activities

ETWATER SYSTEMS, Board of Directors; 2014-2018

Board member and investor in this "smart-grid for water" green technology venture that utilizes wirelessly-connected controllers and real time weather data to reduce irrigation water consumption by up to 50%.

OPUS CAPITA, Advisory Board; 2017-2018

Advisory board member for this division of POSTI, the Finnish Postal Service. OpusCapita provides into and e-commerce and transaction processing solutions globally.

HAAS SCHOOL OF BUSINESS, Lester Center Start-Up Board of Mentors; 2010 to 2012, SkyDeck advisor / mentor 2012-present

Joined with other investors, entrepreneurs and business leaders to provide board-level guidance to Cal-based startup ventures.

NELSON INC., Board of Directors; 2003-2006

\$500 mm professional services, staffing and human capital management technology and service provider.

RITTER CENTER, Board of Directors; 2004-2006

Not-for-profit agency assisting the disadvantaged and homeless with housing, food, medical care, financial aid, and other essential services, with the mission of preventing homelessness.